

Applicants will be judged in the following categories:

1. Business Description/ Business Idea _____ 25%

- a. How well was the idea explained?
- b. Is the solution feasible?
- c. How reasonable, sustainable, and scalable is the idea?

2. Market Analysis _____ 15%

- a. Is there a genuine need for the solution?
- b. How well was the target market defined?
- c. Is there a presence of potential substitutes for the product?

3. Marketing and Implementation Plan _____ 15%

- a. How realistic is the marketing and implementation plan?
- b. Are resources sufficiently allocated for different aspects of the implementation plan?

4. Management _____ 20%

- a. Does the applicant exhibit the knowledge and/or skills required for operation?
- b. What is the depth and breadth of the applicant's capabilities and past experience?

5. Social, Economic and Environmental Impact _____ 25%

- a. Will the implementation of the idea positively benefit the community?
- b. Is there the potential for significant social, economic and environmental impact and engagement of the broader community?